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## **Infusionsoft Chooses Message Systems Delivery Manager to Improve Email Operations, Increase Agility and Reduce IT Costs**

*Fast-growing marketing automation software provider leverages Message Systems' MultiVIP® and DuraVIP® technology to intelligently manage mail*

**Columbia, Maryland – December 2, 2008** – Email solutions provider Message Systems announced today that Infusionsoft, the leader in marketing automation software for small businesses, has selected its Delivery Manager message management platform to improve overall email operations for its customers and reduce IT costs.

“We are very excited to join forces with Message Systems,” said Marc Chesley, vice president of Development for Infusionsoft. “The high caliber suite of products offered by Message Systems will enhance our continued ability to provide exceptional email deliverability to our customers, help us to better integrate the use of email with our best-in-class SaaS application.”

Infusionsoft is the leader in marketing automation software for small businesses with 2 to 25 employees, and was ranked the 10th fastest growing among software companies on the 2008 Inc. 500 list. In 2007, Infusionsoft processed over \$250 million in eCommerce sales and delivered nearly a half billion email messages for its email marketing customers within a 91 to 99 percent deliverability rate.

“With our stellar growth rate, we found that keeping a high deliverability rate required more and more effort. A few months ago, we began probing the industry for suggestions and were repeatedly pointed to Message Systems,” said Ryan Peterson, email systems manager for Infusionsoft. “Before implementing the Message Systems Delivery Manager, we were spending far too much time trying to make our software perform outside parameters that we felt comfortable with. So we decided to implement a solution with the innate intelligence that would allow us to segment and prioritize our email jobs and adjust to ISP ever-changing sending requirements.”

While Infusionsoft’s open source mail server was scaling well with its increasing volumes of mail, it lacked the advanced capabilities that Infusionsoft needed to keep its mail flowing smoothly. The IT department responded by writing an application that would segment mail and pool IP addresses. The in-house solution proved to be maintenance-intensive and it did not scale to the complexity of Infusionsoft’s sending demands, which requires balancing a combination of broadcast emails consisting of thousands of messages with small batch emails and business-critical transactional email. The company needed a way to prioritize

customer email to ensure business-critical mail was not held up behind large-volume campaigns.

At the completion of a side-by-side, three-way comparison, Infusionsoft chose Message Systems' Delivery Manager for its MultiVIP<sup>®</sup> virtual IP capability and its DuraVIP<sup>®</sup> technology, which allows senders to leverage virtual IP addresses in a clustered environment. With the installation of Delivery Manager running in a clustered environment, Infusionsoft will reduce its IT infrastructure costs by replacing its six email servers with two and protect its email infrastructure from server failures through Message System's automatic failover. Infusionsoft's IT department will also gain the advantage of knowing when a delivery problem occurs so that it can be resolved quickly.

"Message Systems provides the intelligence that will allow us to finally achieve what we call 'clean IP,'" said Peterson. "We will be able to assign email to multiple virtual IP addresses and adjust our sending patterns to match ISP requirements to achieve the highest degree of deliverability for our customers."

With the real-world ability to send millions of messages per hour, Message Systems' Delivery Manager is not only the fastest email system available today, it is the only email solution that takes a holistic approach to email marketing, incorporating unprecedented performance with deliverability best practices and technology, ease of use and management. Delivery Manager sends business-critical campaigns in a matter of minutes to deliver campaigns on time, drive revenue, reduce IT costs and help marketers comply with ISP requirements to ensure high rates of deliverability.

"With its dependency on high rates of email delivery and the complexities of its sending environment, Infusionsoft is just the type of company that can truly benefit from Delivery Manager's advanced capabilities," said Barry Abel, Message Systems' vice president of Field Operations. "We're looking forward to working closely with Infusionsoft to maximize their email infrastructure to better automate and handle their extremely high volumes of email As we have done for some many other industry leaders"

### **About Infusionsoft**

Infusionsoft, the leader in marketing automation software for small businesses, is revolutionizing the way small businesses grow. There are 6 million small businesses in America that need an easy-to-use, affordable, and powerful software solution that increases sales while freeing up their time. The company's follow-up marketing software addresses that need by helping small businesses automatically convert more prospects to customers, get repeat sales, and grow their business without growing staff. The privately-held, Inc. 500 company, based in Gilbert, Arizona is funded by Mohr Davidow Ventures. For more information, visit [.infusionsoft.com](http://infusionsoft.com).

### **About Message Systems**

Founded in 1997, Message Systems is a worldwide provider of email software solutions and services for email service providers (ESPs), Internet service providers (ISPs) and large enterprises that need to manage large volumes of business-critical email. Through a combination of technology, partnerships and intellectual capital, Message Systems offers a

family of software solutions and services that address the email infrastructure and deliverability needs for organizations ranging from e-commerce companies to the Global 2000. With the most powerful message management platform on the market, Message Systems gets over a billion unique messages to the right place at the right time every day. Headquartered in Columbia, Maryland, Message Systems has a network of channel partners in North America, Europe and Asia. For more information, go to [.messagesystems.com](http://.messagesystems.com) or call 877.887.3031.

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